What is claimed is:

1.   A system to provide desired environment features and/or elements to participating users operating in preferred environments comprising:

an integration system, said integration system capable of integrating desired

5   environment features and/or elements into user environments;

a communication system, said communication system allowing participating users to communicate accepted offered environment features and/or elements to said integration system; and

a transaction system, said transaction system cooperating with said integration system

10   and said communication system to transact said accepted offered environment features and/or elements.

2.   The system recited in claim 1, wherein said preferred environments comprise any of a computing environment, a partial computing environment, and a non-computing

15   environment.

3.   The system recited in claim 2, wherein said integration system comprises an advantages integration computer server having an environment features and elements database storing information indicative of environment features and elements, said

20   advantages computer server electronically coupled to said communication system to offer environment features and elements to participating users in said preferred environments.

4.   The system recited in claim 3, wherein said integration system further comprises an interactive advertisement database, said interactive advertisement database storing

25   information indicative of interactive advertisements that are offered to participating users in said preferred environments through said communication system.

5.   The system recited in claim 2, wherein said communication system comprises a communications network supporting wireless and fixed wire communication protocols and

30   standards that comprises any of a LAN, a WAN, an intranet, and the Internet.

6.   The system recited in claim 2, wherein said transaction system comprises a server computer server electronically coupled to said communications system, said server computer cooperating with a transactions database having user account information to process, retrieve, and store transactions and payment of transaction in real-time.

7.   The system recited in claim 6, wherein said transaction system is integrated in said preferred environments such that participating users' account information may be displayed to said participating users in said preferred environments in real time.

8.   The system recited in claim 6, wherein said transactions database comprises tables indicative of incentives that are offered to said participating users through said communications system.

9.   The system recited in claim 8, wherein said incentives comprise any of receiving additional desired features at a discounted rate when a certain number of desired features are accepted by said participating users, and receiving credit for contributing a desired environment feature and/or element to the recited system.

10.   A method to provide and transact desired environment features and/or elements to participating users in preferred environments, comprising the steps of:

    (a)   creating desired environment features and/or elements, said environment features and/or elements affording said participating users access to otherwise inaccessible abilities within said preferred environments;

    (b)   integrating said created desired environment features and/or elements into said preferred environments such that a desired environment feature and/or element is offered to said participating users in said preferred environments;

    (c)   executing desired environment features and/or elements upon the acceptance of said offered desired environment features and/or elements;

    (d)   tracking the acceptance of said desired environment features and/or elements

for said participating users; and

     (e) transacting said executed desired environment features and/or elements.

11.   The method recited in claim 10, wherein said creating step comprises the steps

of identifying environment features and/or elements that may be considered desirable.

12.   The method recited in claim 10, wherein said integrating step comprises the

steps of determining the environment in which said desired environment features and/or

elements are offered, developing a delivery construct for offering newly identified desired

environment features and/or elements to said participating users, and implementing said

delivery construct within said preferred environments.

13.   The method recited in claim 12, wherein said delivery construct comprises any of a

software application, a software applet, or software module that electronically communicates

the desired environment feature and/or element to said participating users.

14.   The method recited in claim 10, wherein said executing step further comprises the

steps of providing access to the desired feature and/or element within said preferred

environment.

15.   The method recited in claim 10, wherein said tracking step comprises the steps of

tallying the usage of accessed desired environment features and/or elements.

16.   The method recited in claim 10, wherein said transacting step comprises the steps of

associating bill amounts to accessed desired environment features and/or elements for each

participating user, tallying all of the bill amounts for each participating user to create a real-

time bill for each participating users, delivering said real time bill to each participating user,

collecting payment from said each participating user for accessed desired environment

features and/or elements, and updating said real-time bill for each participating user upon

payment of consideration.

17.　　The method recited in claim 16, wherein said associating step further comprises the steps of selecting a bill amount for the accessed desired environment feature and/or service from a list, said list comprising different amounts depending on the participating user.

18.　　The method recited in claim 17, wherein said different amounts are directly related to the amount of environment features and/or elements that were accessed or contributed.

19.　　The method recited in claim 10, wherein said desired environment features and/or elements comprise interactive advertisements.

20.　　A computer-readable medium having computer-executable instructions for performing the steps recited in claim 10.

21.　　　　A system for identifying, creating, integrating and transacting advantages comprising:

　　　(a)　　at least one computing environment, said computing environment comprising various challenges;

　　　(b)　　a means for offering, integrating, and delivering created advantages to

　　　(c)　　participating users, said created advantages allowing participating users to more easily overcome said challenges;

　　　(d)　　a means for tracking requests of said offered advantages by said participating users;

　　　(e)　　a means for charging consideration to said participating users for the use of said advantages; and

　　　(f)　　a means for collecting said consideration from said participating users for requested advantages.

22.　　A computer-readable medium having computer-executable instructions for performing the steps recited in claim 21.

23. A method to integrate advantages comprising the steps of:

    (a) creating advantages; and

    (b) incorporating said advantages into an environment, said environment comprising

5   any of a non-computing, a partial computing, and a computing environment.

24. The method recited in claim 23, wherein said creating step further comprises the step of identifying desirable advantages.

10   25. The method recited in claim 23, wherein said incorporating step further comprises the step of placing the advantage within said environment such that the advantage is seamless within said environment.

26. A computer-readable medium having computer-executable instructions for performing

15   the steps recited in claim 23.

27. A method to transact integrated advantages comprising:

    (a) tracking the usage of offered integrated advantages; and

    (b) charging for used integrated advantages.

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28. The method recited in claim 27, wherein said tracking step further comprises the steps of establishing an account to track used advantages for each participating user, providing information to participating users about the cost of offered advantages, and updating said created accounts with information indicative of advantages usage.

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29. The method recited in claim 27, wherein said charging step further comprises the steps of maintaining a list of prices of offered advantages, associating a price to advantages used as tracked by step (b), and communicating said associated price to participating users.

30   30. A computer-readable medium having computer-executable instructions for performing

the steps recited in claim 27.

31.   A system to transact integrated advantages comprising:

an advantage offering system;

an account system; and

a billing system.

32.   The system recited in claim 31, wherein said advantage offering system comprises a means for identifying desirable advantages, a means for integrating desirable advantages

10   offered in cooperating environments, said cooperating environments comprising any of non-computing, partial computing, and non-computing environments.

33.   The system recited in claim 31, wherein said account system comprises a means for creating, storing, managing, and updating user accounts.

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34.   The system recited in claim 31, wherein said billing system comprises a storage means for maintaining prices of offered advantages, a communication means for communicating pricing information for offered advantages, and a calculation means for aggregating pricing information for used advantages for each participating user.
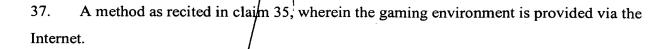
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35.   A method comprising the acts of:

(a) providing a computer gaming environment in which an advantage is available to a user;

(b) receiving an indication by the user that he or she is willing to acquire the

25   advantage; and

(c) providing the advantage to the user.

36.   A method as recited in claim 35, wherein the advantage enables the user to achieve a higher level of success in the gaming environment.

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37.   A method as recited in claim 35, wherein the gaming environment is provided via the Internet.

38.   A method as recited in claim 35, wherein the advantage is provided to the user in
5   exchange for a purchase price.

39.   A computer readable storage medium comprising computer-executable instructions for instructing a computer to perform the acts recited in claim 35.

10   40.   A system to provide integrated advertisement advantages comprising:
        an advantages offering system, said advantages offering system allowing for the creation and integration of advertisements within an environment, said environment comprising any of a non-computing, partial computing, and computing environments; and
        an advantages transaction system, said advantages transaction system capable of
15   pricing, charging, billing, and collecting for the creation and integration of advertisements within said environment.

41.   The system as recited in claim 40, wherein said advantages offering system operates to integrate advertisements of participating advertisers such that more exposure is given to
20   said integrated advertisements than other advertisements in said environment.

42.   A method to offer advertisement advantages comprising the steps of:
        creating advertisements for integration within an environment for participating users, said environment comprising any of a non-computing, partial computing, and computing
25   environment, said advertisements of said participating users being placed within said environment such to obtain the most exposure as compared to other non-participating users, providing an advantage; and
        offering said advertisements to participating users within said environment.

30   43.   A computer readable storage medium comprising computer-executable instructions

for instructing a computer to perform the acts recited in claim 42.